



salesforce

# REFORMING THE SALES SYSTEM AND IMPROVING CUSTOMER EXPERIENCE THROUGH DIGITAL CUSTOMER DATA PLATFORM



Thank  
you



# AGENDA

1. Trends in Airlines
2. Salesforce Success with Airlines
3. Innovation at Salesforce for Airlines
4. Salesforce for Vietnam Airlines
5. Next Steps

# Ian Douglas

Director, Industry Solution Engineering





# Trends in Airlines



# Key trends shaping the Travel sector



## IT system optimization

Overlapping and outdated systems with limited connectivity and inaccurate context drive optimized IT spend to improve automation, unify data and drive scale



## Rise of Generative AI

Customer expectations and Generative AI market is about to explode and travel needs to define or refine their AI strategy or risk becoming irrelevant and miss customers expectations



## Data Privacy and Security

Zero trust security architecture and a rising focus on customer data privacy due to generative AI, increased capture of customer data, compounded by decentralized government regulations globally



## Transformative Partnerships

Increasing emphasis on creating beneficial partnerships and leveraging an ecosystem to deliver profitable results with speed while strategically navigating synergistic and competitive considerations



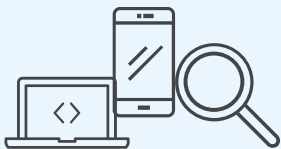
## Telemetry Enabled Customer Success

Customer Value is driven by real-time context, offers, and support. Not only knowing but acting fast to enable largest Customer loyalty and wallet.

# Role Of Data In Delivering A Consistent Experience

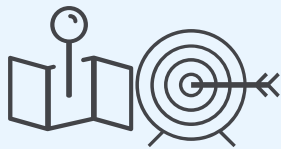


4S's of Travel - Less Friction, More Loyalty, Unbeatable Productivity and Employee Experience



## Serve Earlier

Engage during the research stages and inspire purchase decisions



## Serve with Relevance

Meet where they want and personalize offers based on preferences



## Serve Consistently

Deliver a seamless experience before, during, & after their journey



## Serve Anywhere

Air, ground, lodging across all channels





# Salesforce Success With Airlines





# Salesforce Customers in Airlines



## Travel





# Air India partners with Salesforce to Transform its Customer Engagement Layer

**Salesforce Data Cloud + Service Cloud will enable Air India to elevate customer experience, in line with its strategy to deliver world class omni-channel experience.**

1. Air India's customer-facing staff across all departments will have access to a unified view of customer data and AI-assisted tools to enrich every customer interaction.
1. Track customer interactions across its contact centre, mobile, web, chatbot, email, social media and other channels.
1. Over 600 agents and customer experience staff including ground handling staff will be leveraging the tools which will be integrated with the core airlines systems.
1. **Data cloud has enabled them to unify customer profiles and bring and bring all associated customer transactions in one pane to provide segmented and personalized customer experience.**



Service Cloud



Data Cloud



Sales Cloud



Tableau Cloud



Platform



Success



# Major Revamp Of Customer Case And Knowledge Management System

1Point, deployed across SIA's contact centres and customer feedback handling units globally from late 2021.

As a dynamic case management tool, 1Point offers a contextual and holistic view of customer interactions through a single interface.

SIA's service agents will no longer need to toggle between multiple systems to retrieve customer data, up-to-date information on products, services, policies and procedures, and perform transactions. Its case management and guided workflows will also be integrated with SIA's in-house artificial intelligence and machine learning capabilities.





*Implementing 1Point is an important step in our Company's digital transformation. It is an investment in new technologies that ensure that Singapore Airlines is ready to support the evolving customer requirements in the coming years. It also affirms our strong commitment to ensuring that our customers continue to receive world-class service across the entire travel journey.*

- **Marvin Tan, Senior Vice President Customer Services & Operations**

*Singapore Airlines picks Salesforce for major revamp of customer case and knowledge management system*  
*[\(Press Release\)](#)*



# Innovation at Salesforce



# Say Hello to Salesforce AI

## Trusted Enterprise AI. Built for CRM.



### Einstein Trust Layer

---

Inter & intra  
enterprise trust

Anonymized zero  
retention generation

Open model  
ecosystem

### Customer 360 Data

---

CRM data

Engagement events

Slack knowledge

### #1 AI CRM

---

AI for any workflow, user,  
department & industry

Reinforced by  
business outcomes

Generative AI  
App Ecosystem



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# The Einstein Trust Layer Keeps Your Customer Data Safe



## Stored Data in Data Cloud

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Databases,  
documents, files

Row & field-level  
access controls



## Einstein Trust Layer

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Secure data retrieval

Dynamic grounding

Data masking

Toxicity detection

Auditing

Zero retention

## Learned Data

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Large  
language models

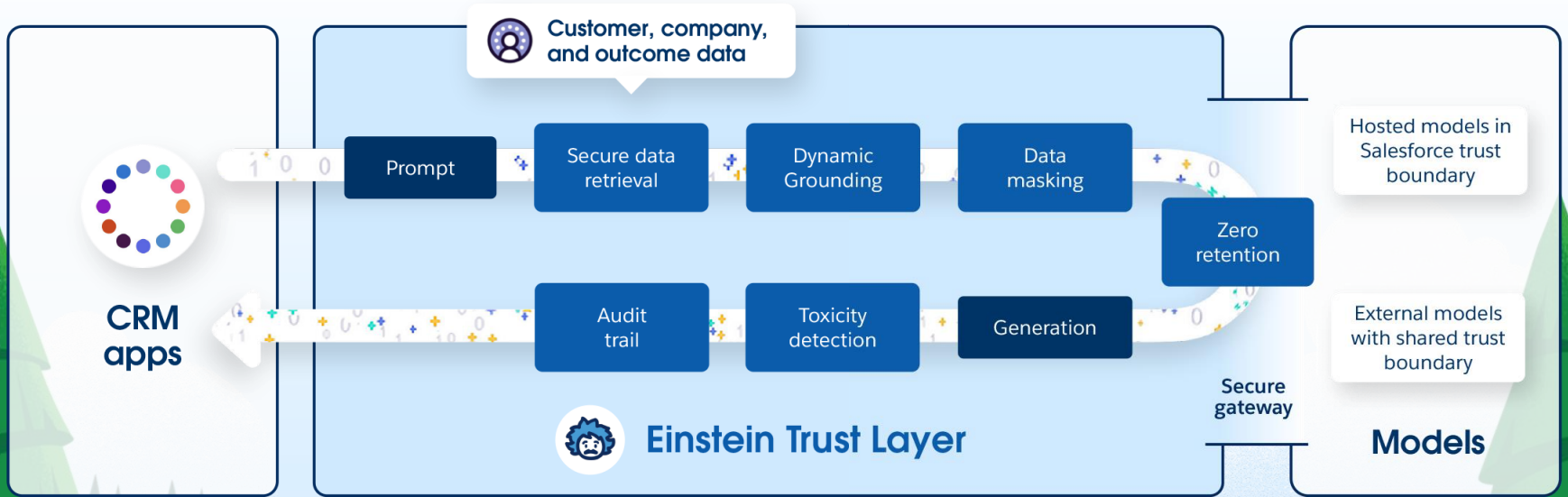
No control  
over recall







# How the Einstein Trust Layer works



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# Einstein 1 Data Cloud

A hyperscale data engine inside  
Salesforce that connects all your data

Included in Sales, Service, Marketing,  
Commerce & Industries

Integrates natively with Salesforce metadata

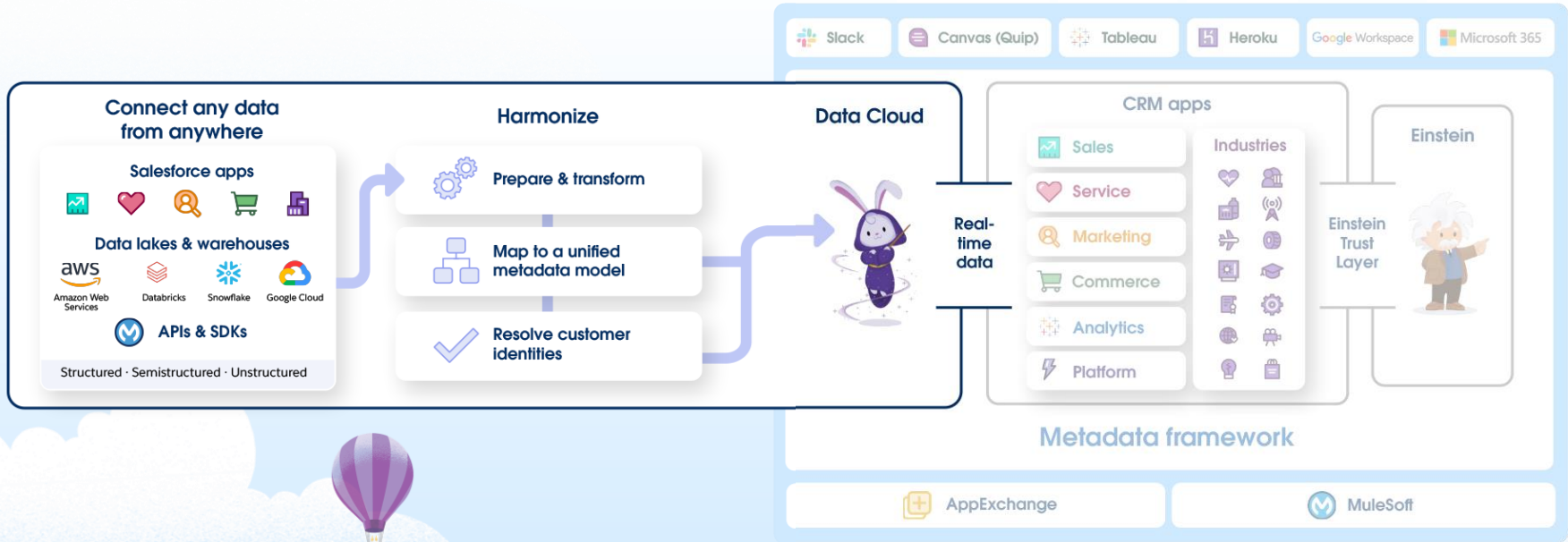
Power AI with unified CRM & engagement data

Open ecosystem of data lakes & AI models

2T+  
records processed  
per month

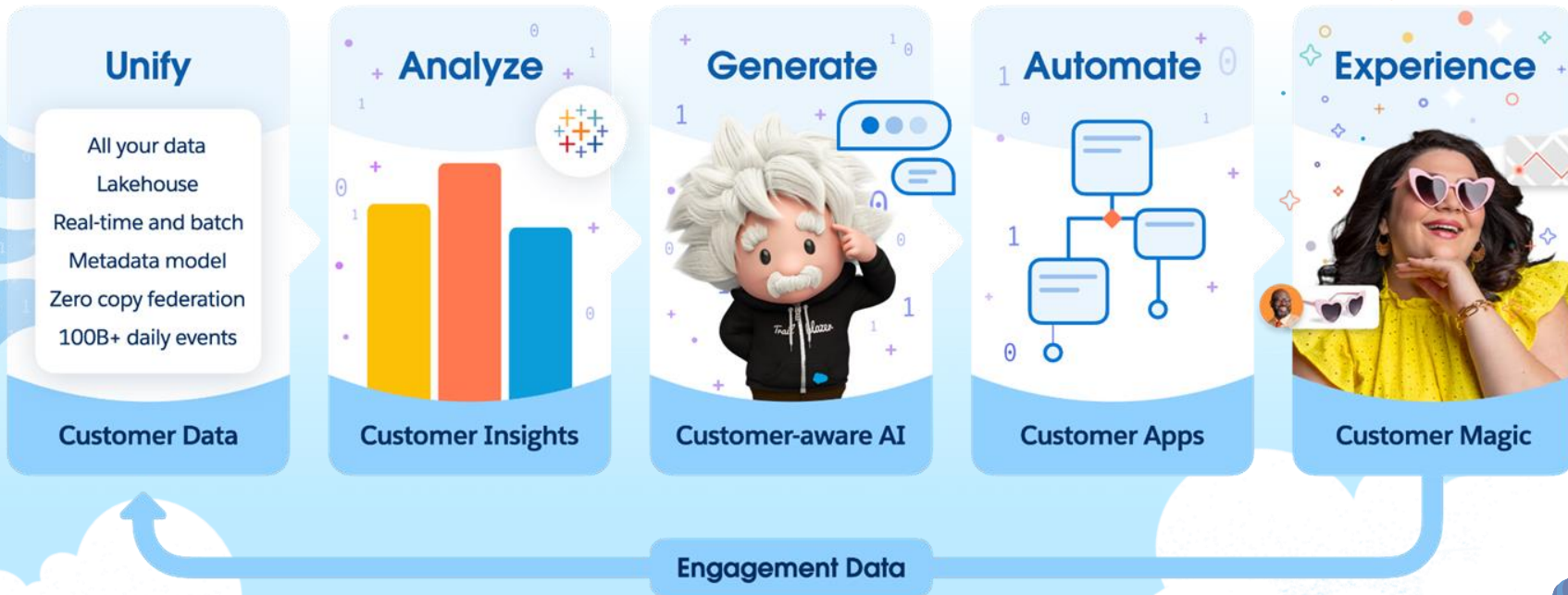


# Data Cloud unlocks your data





# How Data Cloud Works



# Data Cloud for Every Cloud



Personalized customer engagement and Dealer success in just 4 months



Sales



Delivered real time experiences to 500M fans worldwide and engaged a growing fan base



Service



Personalized product recommendations from multiple data sources in 5 months



Marketing



Launched new loyalty program and streamlined communications in just 14 weeks



Commerce

# ITA Case Study

## Project Timeline

1st Release  
Jan 2022

### Volare Live

Digital Volare card  
Member number  
Status match



2nd Release  
Feb 2022

### Volare Launched

Accruals,  
Redemption,  
Member area  
Member  
communication



3rd Release  
Spring/Summer  
2022

### Program Improvements

Promotion  
Retro-credit  
Tier Change  
communications

4th Release  
Autumn/Winter 2022

### Airline Partners

Integrations with  
AMADEUS  
SkyTeam Alliance  
Corporate  
subprogram





# ITA Airways Creates A World Class Member Experience For Loyal Fliers

Establishes trust with members with a flexible, personalized, and always-connected loyalty program

Unifies data within marketing, commerce, and service consoles to streamline communications and create personalized marketing campaigns

Offers access to a wide variety of accrual and redemption options, including connections with partners

Provides 24/7 community for members to connect and perform automated loyalty processes like partner status match or credit requests

**900K+** Loyalty program members

Time to value  
**14**  
weeks

Success metric  
**3**  
Team members on project



Service



Marketing



Data Cloud



Commerce



MuleSoft



Loyalty



Experiences



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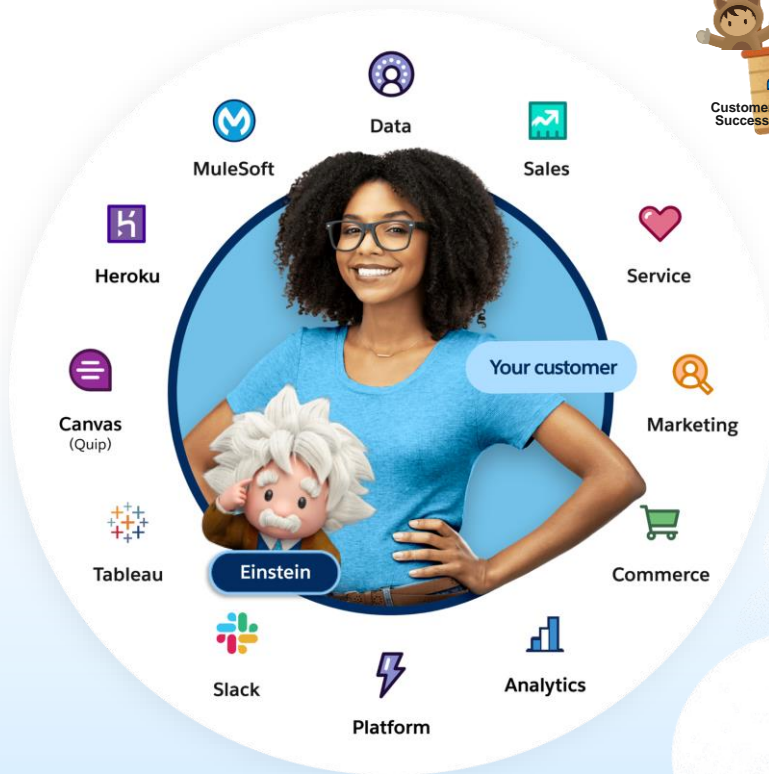
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App Ecosystem



# Customer 360 is your single source of truth





# Salesforce for Vietnam Airlines



# B2B Corporate/Agency Sales





*"We look to companies such as Salesforce as examples of global leaders in technology that provide a great product and great customer service."*

Ed Bastian, CEO Delta Airlines



# Delta Airlines uses Salesforce to grow B2B Sales and provide world-class Customer Care

Combining Salesforce Sales, Service, and Marketing Cloud solutions enables Delta to capture key data about their customers and business processes at multiple touch points:

B2B Corporate Sales, Cargo, Vacations, Private Jet service, and Customer Care.

Results include increased Customer and Employee satisfaction, reduced service costs, and a more complete understanding of their customers.



Sales Cloud



Service Cloud



Marketing Cloud

- ↑ Customer Sat
- ↑ Employee Sat
- ↓ Service Cost



*"With Salesforce, we can tap into a wealth of customer and revenue data, which is revealing new insights into our B2B sales."*

*Edward Millington-Jones, Sales Enablement Manager, British Airways*



Sales Cloud



Community Cloud



App Cloud

# British Airways takes B2B Sales to a New High with Salesforce

B2B sales planning, team collaboration, and deal execution all powered by Sales Cloud

Centralised and standardised reporting enables consistent performance management

Chatter brings together 500-plus colleagues across the globe

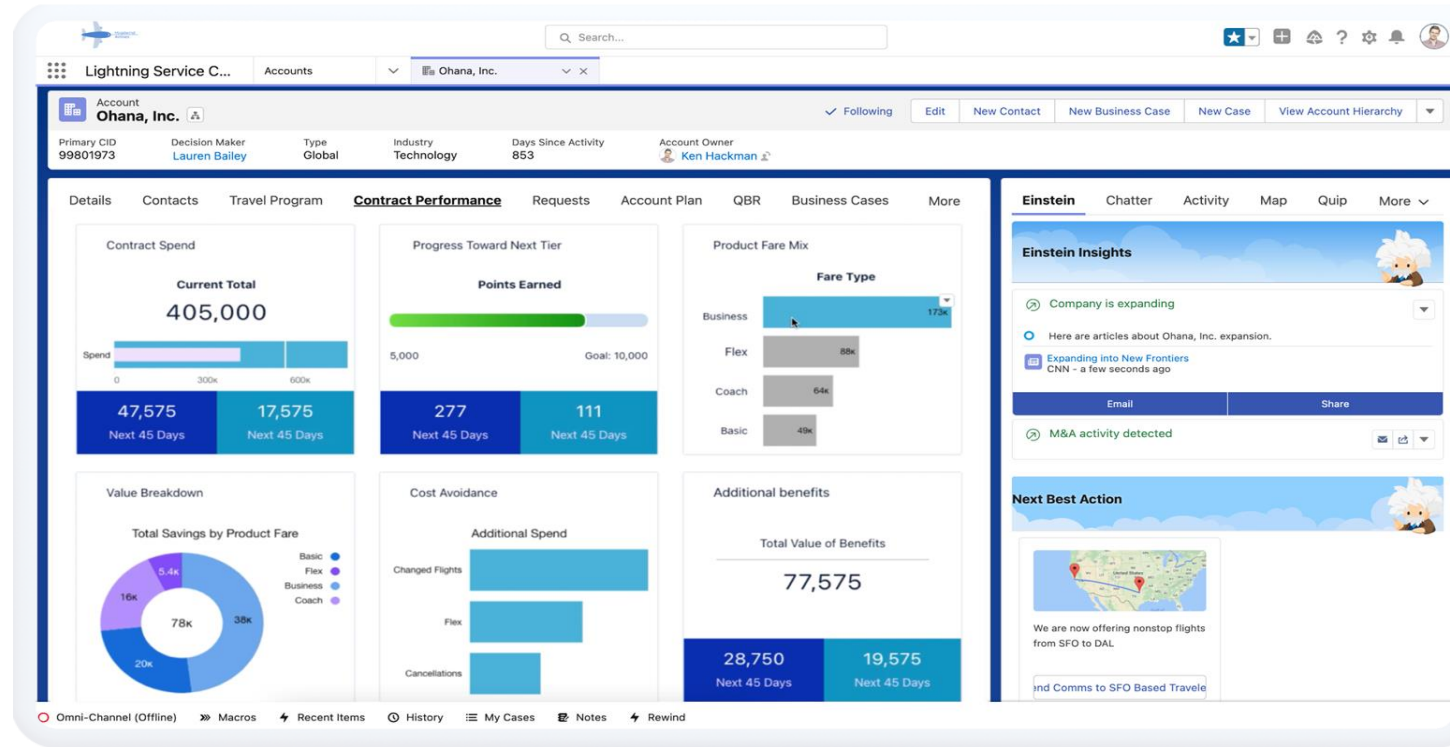
Community facilitates self-service and fare management with travel agencies

**75%**

reduction in time spent mining data



# B2B Customer 360



The screenshot displays the Salesforce CRM interface for the account 'Ohana, Inc.'. The top navigation bar includes 'Lightning Service C...', 'Accounts', and 'Ohana, Inc.'. The account details section shows: Primary CID 99801973, Decision Maker Lauren Bailey, Type Global, Industry Technology, Days Since Activity 853, and Account Owner Ken Hackman.

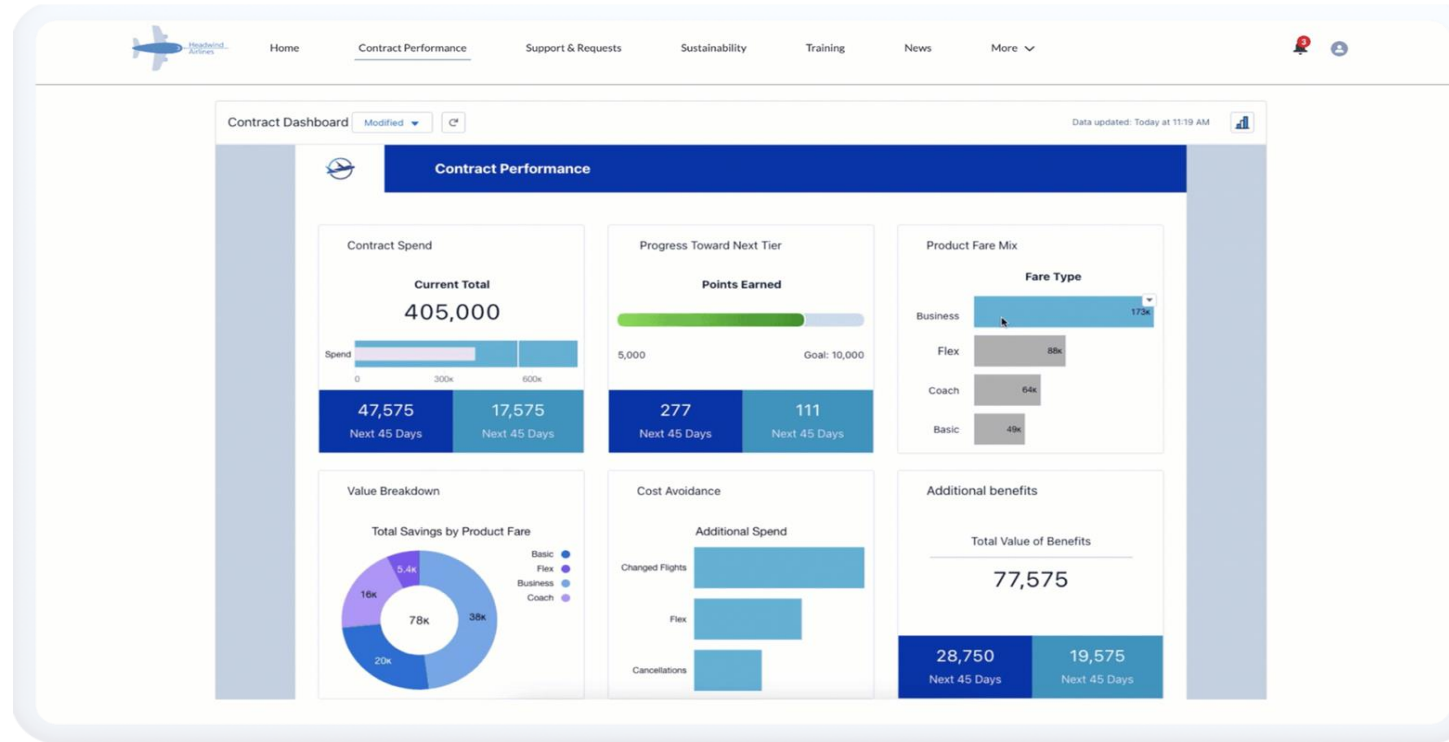
The main dashboard is divided into several key performance indicators (KPIs) and charts:

- Contract Spend:** Current Total 405,000. Spend bar chart shows 0, 300k, and 600k. Next 45 Days: 47,575 (Next 45 Days) and 17,575 (Next 45 Days).
- Progress Toward Next Tier:** Points Earned bar chart shows 5,000 (Current) and 10,000 (Goal). Next 45 Days: 277 (Next 45 Days) and 111 (Next 45 Days).
- Product Fare Mix:** Bar chart showing fare types: Business (173k), Flex (88k), Coach (64k), and Basic (49k).
- Value Breakdown:** Donut chart showing Total Savings by Product Fare: 78k total. Breakdown: 38k (Basic), 20k (Flex), 16k (Business), and 5.4k (Coach).
- Cost Avoidance:** Bar chart showing Additional Spend: Changed Flights, Flex, and Cancellations.
- Additional benefits:** Total Value of Benefits 77,575. Next 45 Days: 28,750 (Next 45 Days) and 19,575 (Next 45 Days).

The right sidebar features 'Einstein Insights' with a notification: 'Company is expanding' and 'Here are articles about Ohana, Inc. expansion.' It also includes a 'Next Best Action' section with a map and the text: 'We are now offering nonstop flights from SFO to DAL.' and 'Ind Comms to SFO Based Travel'.

The bottom navigation bar includes: Omni-Channel (Offline), Macros, Recent Items, History, My Cases, Notes, and Rewind.

# Contract Performance

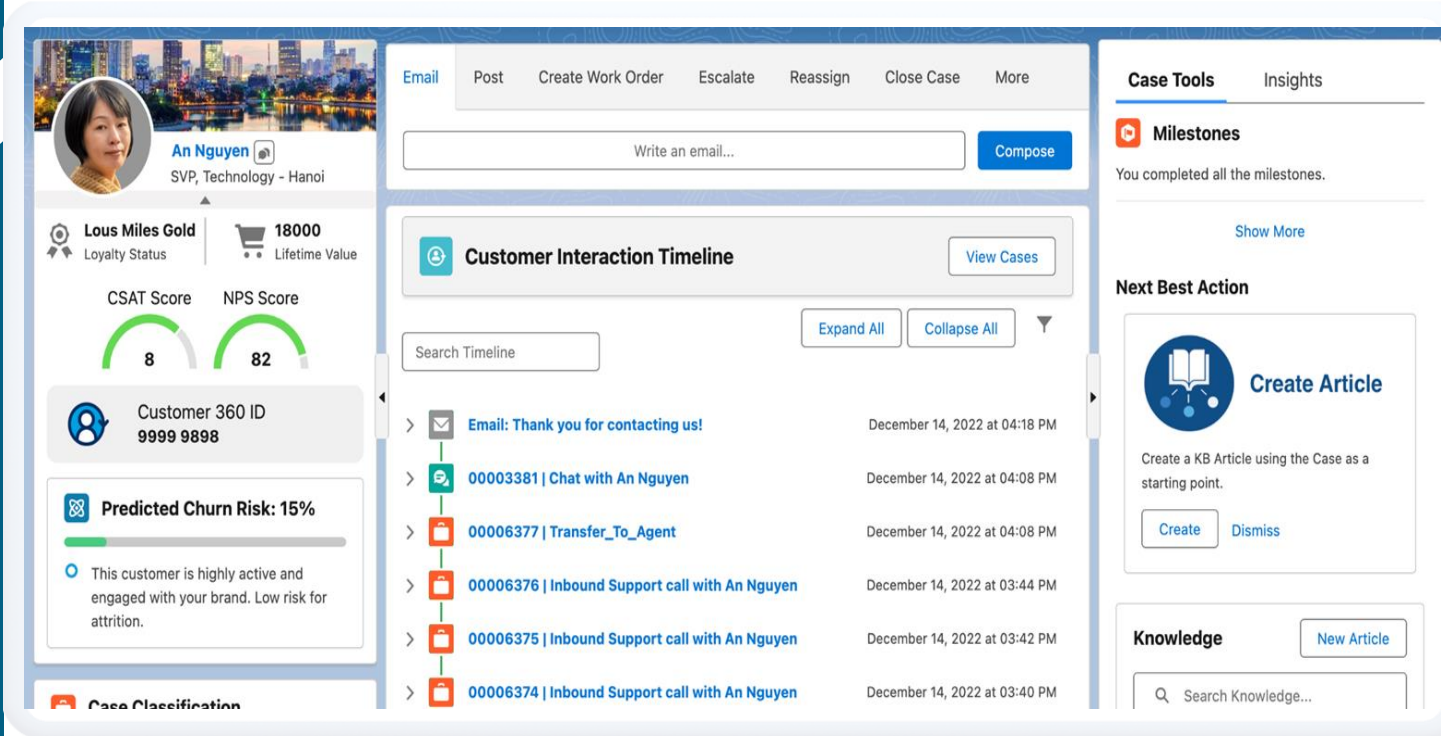




# B2C Traveller



# Traveller 360



**Customer Profile: An Nguyen**  
SVP, Technology - Hanoi

**Loyalty Status:** Lous Miles Gold (18000 Lifetime Value)

**CSAT Score:** 8  
**NPS Score:** 82

**Customer 360 ID:** 9999 9898

**Predicted Churn Risk: 15%**  
This customer is highly active and engaged with your brand. Low risk for attrition.

**Case Classification:**

**Case Tools:** Email, Post, Create Work Order, Escalate, Reassign, Close Case, More

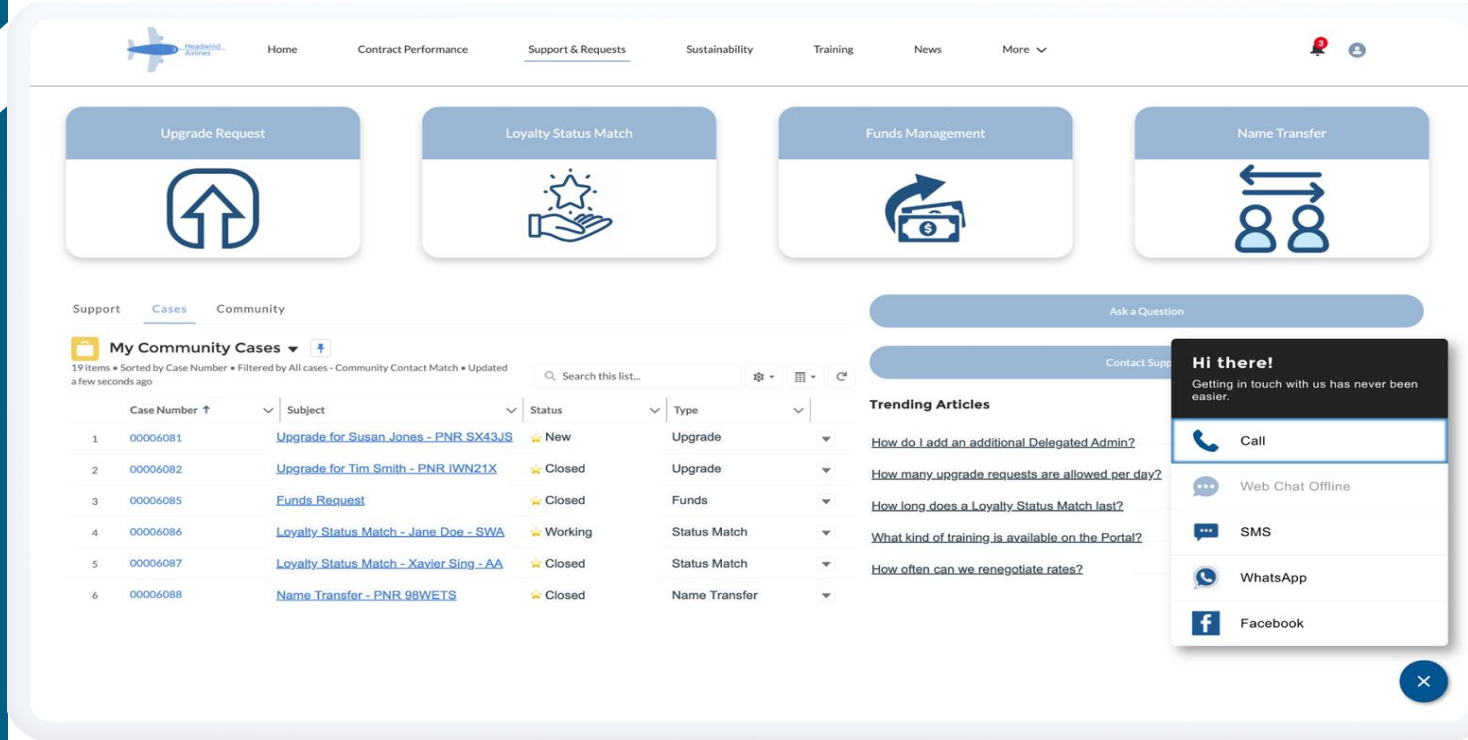
**Customer Interaction Timeline:**

- Email: Thank you for contacting us! (December 14, 2022 at 04:18 PM)
- 00003381 | Chat with An Nguyen (December 14, 2022 at 04:08 PM)
- 00006377 | Transfer\_To\_Agent (December 14, 2022 at 04:08 PM)
- 00006376 | Inbound Support call with An Nguyen (December 14, 2022 at 03:44 PM)
- 00006375 | Inbound Support call with An Nguyen (December 14, 2022 at 03:42 PM)
- 00006374 | Inbound Support call with An Nguyen (December 14, 2022 at 03:40 PM)

**Case Tools & Insights:**



- Milestones:** You completed all the milestones. (Show More)
- Next Best Action:** Create Article (Create, Dismiss)
- Knowledge:** Search Knowledge... (New Article)

# Self Service






The screenshot shows the Vietnam Airlines Self Service portal. At the top, there is a navigation bar with links for Home, Contract Performance, Support & Requests (which is highlighted), Sustainability, Training, News, and More. Below the navigation bar are four main service tiles: Upgrade Request, Loyalty Status Match, Funds Management, and Name Transfer. Each tile contains a representative icon. Below these tiles, there are two buttons: 'Ask a Question' and 'Contact Support'. The main content area is titled 'My Community Cases' and shows a list of 19 items. The list is filtered by 'All cases - Community Contact Match' and updated a few seconds ago. The list has columns for Case Number, Subject, Status, and Type. Below the list, there are 'Trending Articles' and a chat widget on the right side with the text 'Hi there! Getting in touch with us has never been easier.' and options for Call, Web Chat Offline, SMS, WhatsApp, and Facebook.

Support Cases Community

**My Community Cases**  

19 Items • Sorted by Case Number • Filtered by All cases - Community Contact Match • Updated a few seconds ago






Search this list...   

Case Number ↑	Subject	Status	Type
1 00006081	<a href="#">Upgrade for Susan Jones - PNR SX43JS</a>	New	Upgrade
2 00006082	<a href="#">Upgrade for Tim Smith - PNR IWN21X</a>	Closed	Upgrade
3 00006085	<a href="#">Funds Request</a>	Closed	Funds
4 00006086	<a href="#">Loyalty Status Match - Jane Doe - SWA</a>	Working	Status Match
5 00006087	<a href="#">Loyalty Status Match - Xavier Sing - AA</a>	Closed	Status Match
6 00006088	<a href="#">Name Transfer - PNR 98WETS</a>	Closed	Name Transfer

**Trending Articles**

- [How do I add an additional Delegated Admin?](#)
- [How many upgrade requests are allowed per day?](#)
- [How long does a Loyalty Status Match last?](#)
- [What kind of training is available on the Portal?](#)
- [How often can we renegotiate rates?](#)

**Hi there!**  
Getting in touch with us has never been easier.

-  Call
-  Web Chat Offline
-  SMS
-  WhatsApp
-  Facebook

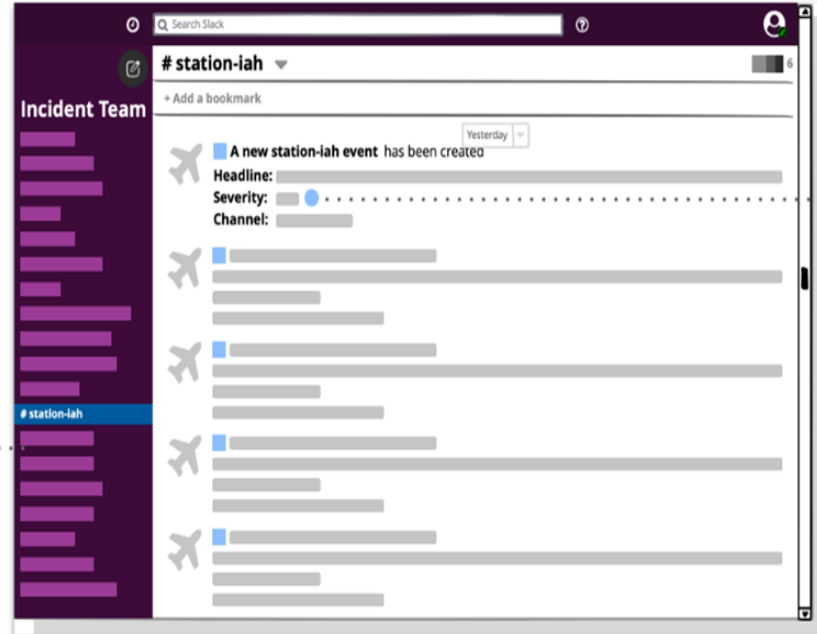
# Irregular Operations (IROPS)

Air Traffic Control Liaison



1

Create a dedicated communications channel for real-time collaboration. Continue incident related conversations among all necessary stakeholders.



2

Track important updates back to the incident record automatically.



# Engagement Plan



# Co-Create Data Transformation with Vietnam Airlines



## Align

- Understand vision of Vietnam Airlines Chief Executives
- Understand current state and future state
- Interviews with Business functions
- Design thinking Workshop to build traveler personas
- Contact center ride along to identify pain points
- IT Architecture Discovery

## Recommend

- Readback of observations
- Salesforce recommendations along with Solution Demos
- Deep dive sessions on identified areas

## Action

- Mutually agreed solution implementation

# Three (03) key takeaways

- 1) **B2B Sales** we are the market leader
- 2) **Data** is foundational for being customer-centred (B2B *and* B2C)
- 3) **AI + CRM** will elevate your customer experience for the future

# *Your Point Of Contact*

## Trang Dang

Salesforce Account Executive for Vietnam Airlines



<https://ogc.link/u/trangdang>





# Thank you

